

The website creation and design for a business idea of: “photo shooting and guiding services in Helsinki city”

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<p>This is a report of a project-oriented thesis. The thesis product is a webpage that offers personalised photography and city guiding services around the main attractions of Helsinki district. The business idea of creating a website is invented and implemented by an author as a source of her extra earning and as a hobby.</p> <p>The thesis is done to help the readers to understand the main points that have to be considered before starting up the creation and design of their own website. It is aimed especially for readers who have some business ideas but they are just missing the primary knowledge to put them into creating a website. This thesis presents the basic guidelines for website development and therefore it is not oriented for professionals who want improve their knowledge in web mastering and web design.</p> <p>This report is done by first introducing the product background, product itself and its aims with objectives. Additionally the main definitions are included to the introduction, in order to make the readers who are unfamiliar to this topic to read the report easier.</p> <p>In continuation the author presents a theory part where the main issues of website development are discussed. As well as a conclusion of the theory part a framework with most important guidelines for website creation is included.</p> <p>Afterwards in process project description the author explains how she created a website in her own practice. As well the website business idea of providing photo shooting and guiding services is discussed and introduced in the process part of the thesis.</p> <p>In the end the author speaks about conclusions, evaluation and further website development. Besides she discusses challenges that were met while website development.</p> <p>As a result the author presents a ready website on a domain name helsinkishot.com. In future the site will expand and add additional features. The appendices in the end of the thesis present the pictures of the website at the moment of the thesis due date.</p>	
<p>Keywords Website, Webpage, Business Idea, Website Design, Photography, City Guiding</p>	

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1 Introduction

This is a report of a product-oriented thesis for a degree program of Experience and Wellness Management. The purpose of thesis is “is to build and indicate student’s ability to apply his or her knowledge and skills in a practical task relating to the student’s professional studies” (Decree on Studies in Universities of Applied Sciences 352/2003).

1.1 Product background information

From the very beginning the author was planning to do a product-oriented thesis. The idea was to create a project that will be not only as a final schoolwork, but also as some start up business that will be beneficial for her in the future. Her thesis topics were changing several times since she didn’t have the right feeling that it was what she wanted to develop.

The current product thesis idea came to her unexpectedly during her vacation in Germany. She is always very interested in taking pictures when she is abroad. As well she likes to be photographed. That time she was travelling with her friend, but unfortunately he is a very bad picture taker and very often she was dissatisfied with the quality of pictures that were taken by him. As well she always found it difficult to ask some other people to make pictures of them being together. The difficulty was not only in finding people who could take their pictures and hope on their photographing mastery, but also she wasn’t always secure in confiding her expensive camera in some unfamiliar to her people. That was the first time when it came to her mind that actually it could be nice to have a special service, which will provide travellers private photo shooting sessions and sightseeing guiding at the same time.

The second case when she finally decided to implement her idea into action was during one of her working shifts for Finnair campaign. She works in the airport and constantly meets lots of travellers. There are as well lots of Russian customers who often start small conversations with her and also ask about her background. When she tells them that she is originally from Moscow, many people get surprised and ask how she could

change Moscow to Helsinki, since they find Helsinki to be quite a boring place. After one of such talks she has concluded that her idea can actually have success at least among Russian travellers and therefore she decided to devote her thesis into creation of [www. Helsinkihot.com](http://www.Helsinkihot.com) webpage.

1.2 Product description

The thesis product is a webpage that offers both photography and city guiding services around the main attractions of Helsinki district. Webpage is represented as a company, where the author acts as a creator of the webpage, owner and service provider. In its initial stage the company is presented as a hobby and an extra earning for the developer. In case of its further success and high volumes of customers, the company will expand and will have more employees for service implementation.

1.3 Aims and Objectives

The aim of this report is to show how a webpage could be beneficial for an author as an entrepreneur. In this report the author will discuss the steps how she would develop her business idea into a real company website. This report should be a good guideline for those who are thinking to create their own webpage but are missing some basic knowledge in this topic.

The main objectives of this report are the following:

- Become familiar with most important web terms
- Understand the benefits of creating a website
- Develop basic knowledge in website development
- Identify main points in website design
- Become familiar with Content Management Systems
- Present example of website content in practice

1.4 Definitions

Some definitions for an easier text understanding are presented here.

- Web pages – documents on the World Wide Web. They are written in HTML and are translated by Web browser.
- Website – a collection of Web pages.
- HTML – HyperText Markup language. It is the standard protocol for formatting and displaying documents on the World Wide Web.
- World Wide Web – the complete set of documents residing on all Internet servers that use the HTTP protocol, accessible to users via a simple point-and-click system.
- MySQL – is an open source relational database management system. It is based on the structure query language (SQL), which is used for adding, removing, and modifying information in the database.
- SQL – is a query language used for accessing and modifying information in a database. Some common SQL commands include “insert,” “update”, and “delete”.
- PHP – stands for “Hypertext Preprocessor”. PHP is an HTML-embedded Web scripting language. This means PHP code can be inserted into the HTML of a Web page.
- CMS – stands for “Content Management System”. It is a software application used to upload, edit, and manage content displayed on a website.
- SEO – stands for “Search Engine Optimization”. It is the process of improving the quality and volume of web traffic to a website by employing a series of proven SEO techniques that help a website achieve a higher ranking with the major search engines when certain keywords and phrases are put in the search field.
- PPC – or Pay per Click is a form of online advertising where the advertiser only pays if someone clicks on their ad.
- Website traffic – the amount of visitors and visits a website receives. Generally, the more traffic a website has, the more popular it is considered.

2 Webpage Design and Creation

Nowadays we are living in the age of digital era, where millions of people are now online and where many of them are ready to use Internet as a tool to make and influence purchasing decisions (Thelwall 2000, 149). To create your own website or blog is one of the most popular ways to announce about your company, your services or just your personality to the whole world. Pollach states (2005, 285), “Corporate web sites have become powerful tools for promoting corporate identities and building relationships with audiences.”

It is more actual today to use corporate web sites than traditional mass media. Online pages are able to spread unlimited information to the potential customers. Moreover it is much easier for audience to navigate through websites and search for information that is important for them. However online business provides enormous benefits and opportunities for a company to present itself, there are as well a lot of challenges, as for example site’s usability, credibility of messages and value of contents. (Pollach 2005, 286.)

Quite often SMEs are creating web sites in order to present, promote and advertise their company products and services. In order to have a profitable business with a high amount of sales a good web site planning should be done. Therefore it is essential to take into account the factors that help to build successful and functional web pages. The following figure (Figure 1) indicates the three blocks that are core for creating a quality web site with valuable sales. (Kuster & Vila 2011, 133-135).

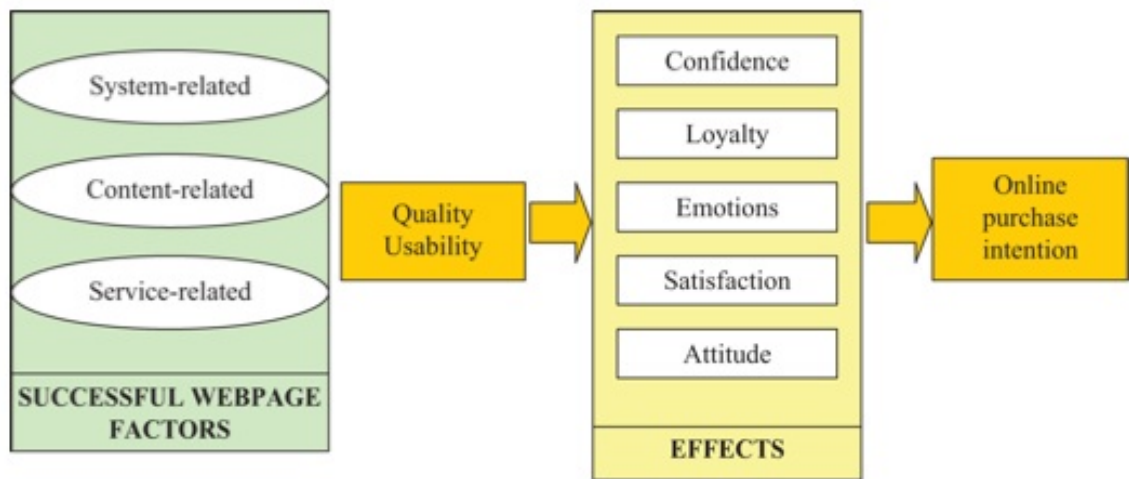


Figure 1: Successful webpage factors (Kuster & Vila 2011, 135)

In more details Kuster and Vila (2011, 135-136) explain:

- System-related factors: refers to on-line engineering performance. This measurement captures ease of website access (speed and surfability), system interactivity, integration in the web and reliability (no errors).
- Content/information-related factors: represents the quality of the information provided by the on-line service. This measurement includes dimensions such as convenience, up-dated, entertaining information.
- Service-related factors: this refers to several dimensions offered by the end service, such as tangibility, credibility, responsibility, security and empathy.

In a few words a good web site is a site that looks beautiful and attractive, it has visible and easy to remember logo, it is easy to operate and navigate, as well it is well organised and has a good structure (Kuster & Vila 2011, 136). It is important to remember that a business website creates first impression about your products or services to potential customers. The site which design look unprofessional and don't bring the clear business idea to web users, result in web traffic loss and affects badly the business revenue. Moreover unsatisfied visitors can simply not return anymore to your web page and lose any interest in the products and services that company provides. (McGrath 2006, 2).

2.1 Website start up

According to Olsson (2011, 11) there are three types of websites:

- Informational site – Teachers, informs, guides and keeps visitors up to date.
- Entertainment site – Entertains visitors through blog, stories or multimedia.
- Ecommerce site – Provides a service or sells a product.

A deep analysis of personal knowledge and strengths should be done in order to understand clearly which type of web site should be created. It is usually harder to attract visitors for an ecommerce site, then for example for an entertainment one. However in its turn ecommerce site brings more profit per visitor compare to an entertainment one. (Olsson 2011, 11.)

Another important issue that should be taken into account is the site niche. The niche indicates what the website's idea is and what it is specialized in. As soon as the niche of a site is found it should stay unchangeable, since the more it is used the more it will be rising in search engines and therefore will attract a bigger amount of visitors. The more visitors visit your site the more profitable it is. In order to make your niche successful it should first of all bring interest and joy to you. Moreover the niche popularity has to be checked too. The knowledge of the niche popularity will let you know how many visitors arrive at the site and therefore how much money it can bring. The Google AdWords Keyword Tool is software where you can find out the niche popularity and its rising or falling demand. (Olsson 2011, 11.)

2.1.1 Web Hosting

All websites are built up from three main components: a web server (or web hosting provider), a domain and web pages. As it is stated by Mitchell (2003, 5), “a web server is an Internet-connected computer whose sole purpose is to provide a location for the web pages of a website and to handle incoming requests for these web pages”. There are many available hosting providers in the Internet. However it is important to take into account some considerations before choosing the right hosting provider. McGrath

indicates the most important issues that have to be considered before a certain web server will be chosen:

- The web hosting service should provide of a reasonable amount of disk space dedicated to your website. There should be a reliable, daily backup of your website files capable of easy retrieval of backed-up files.
- Bandwidth is the amount of information that can be transmitted over a communications line at one time. As for the Internet, the higher the bandwidth, the faster a web page loads. The available bandwidth offered by a web hosting provider for your website should be sufficient for the expected web traffic your site will generate.

Other factors that also should be considered while choosing a web-hosting provider are: reliability, performance, price and peripheral services that are offered. The uptime guarantee in reliability should be at least 99,5%, since if the site going down too often it will lose the visitors and search ranking. As well if something goes wrong the host should always guarantee that problem would be fast fixed or some form of refund would be provided. (Olsson 2011, 14-15).

The most important service that should be included in peripheral services is PHP and My SQL. According to Olsson (2011, 15), “PHP allows your site to offer dynamic content and MySQL is a database management system.”

Therefore in few words a good a provider who is:

- Reliable
- Has fast connections
- Cost-effective
- Supports PHP/MySQL

Olsson (2011, 16) suggests looking through the following hosts:

- DreamHost – www.dreamhost.com
- MediaTemple – www.mediatemple.net
- GoDaddy – www.godaddy.com

- A Small Orange – www.asmallorange.com
- Webfaction – www.webfaction.com

It is worth also mention that while choosing the host provider it's better to choose the local one, since it will provide better Google search and faster connections in the country you are located.

2.1.2 Domain name

According to McGrath (2006, 3), “A domain name is the unique name of your website on the Internet”. The most used and desired domain names are .com (commercial), .net (network), .org (organization), and .biz (small business) (McGrath 2006, 3). It is essential to look for a site domain with all seriousness, since starting from the domain a web user receives a hint what is your site about.

However it is not easy to find the right domain for the company site. The best domain is the one that is short and uniquely identifies your business site. As well it should be easy to remember. The best way is to come up with several domain names, since once you are not finding any more the one domain to be a suitable one, you will always have a chance to change it on another that will fit the company concept more effectively. Moreover if all domain names you are searching for are already taken, there is still always a chance to buy the domain you are interested in by making small adjustments in the name. As in example: point, hyphen, or letters “e”, “i”, or “online” can be added to the beginning of the domain appellation. The domains can be purchased and checked on their availability for example on the webpages: networksolutions.com; www.gandi.net (McGrath 2006, 3.)

2.1.3 Site Pages

For Mitchell (2003, 5), “web pages – a collection of files that make up the content of a website”. According to Olsson (2011, 20) web pages can be categorized in four groups:

- Content pages – Their purpose is to attract visitors to your site and to keep them there.

- Navigation pages – Pages containing mainly links to other internal pages.
- Sales pages – Product or service selling pages aimed at converting visitors into customers.
- Credibility pages – Pages whose main purpose is to boost the site’s credibility and thereby achieve higher conversion rates.

A good site usually uses all the above-mentioned pages. However if you have an Ecommerce site it is obvious that you would pay more attention and focus to sales pages.

2.2 Content Management Systems

There are few people who are building the web sites from the scratches even if they already have an appropriate knowledge. Nowadays it is possible to find a lot of online Content Management Systems (CMS) that facilitate a lot the creation and further updating of the sites. These systems use database and PHP (web programming language). (Olsson 2011, 19.) Simply speaking using of CMS automatically moves your text into the codes.

As it is stated by Olsson (2011, 19), CMS basically consists of:

- **Template** – A handful of template files describing the site’s structure and design.
- **Style** – A CSS style sheet describing the site’s style information.
- **Database** – A database containing the web pages’ text content, among many other things.
- **Components** – Images and other static components used by your site.

The most common CMS are:

- Drupal
- Joomla
- WordPress (WP)

The factors for a good Content Management system are:

- Good support
- Availability of plug-ins
- Open source
- PHP and MySQL support
- Ease of use

2.3 Website content and design

The design and appearance of the web site should first of all meet the requirements of your business idea and not be just a technical task. The users need just few seconds to decide if they want to stay on the company's web page. Therefore the web site should be perceived as an important marketing opportunity for business. (Thelwall 2000, 149-150.)

A professionally done web site is the site that is not only looks attractive, but also is easy to navigate. Furnas (1997, in Thelwall 2000, 154) points out that a user should be easily able to see what is available on the site from the main page. Therefore the site should be well organised, the links should be logical, the user should easily find the service or product the site promotes or sells. As well it is important for a site to be easy readable, nothing should distract the reader from the product. The words and messages should be carefully selected in order not to disorient the user. (Thelwall 2000, 154; Olsson 2011, 23.)

According to Olsson (2011, 21), when the CMS is set up on the web server, the website's template can be started to design and modify according your own taste and needs. In order to look as a professional site it is important to choose a professionally looking template. Usually the CMS, like WP, provide all the necessary guiding steps in managing the templates.

Olsson (2011, 22) suggests following these guidelines in order to make web site to look elegant and credible:

- **Font** – use an easy to read font such as Verdana, Arial or Times in a standard size.
- **Colours** – Usually, two main colours from which you can go with several nuances are enough. The two colours should be similar and not be too subtle or vibrant.
- **Background** – Avoid the temptation to add a background image. In general, background images are a distraction for the visitor. A solid colour background matching your site's colour theme appears more professional and lends your site more credibility.
- **Background colour** – For readability's sake, the background should be bright and the text black.
- **Whitespace** – Whitespace is essential to keep the layout from appearing cluttered.

As an advice it is always a good idea to look through the websites that are looking most attractive before creating your own web page. By comparing different sites it is easier to decide what features you want to be presented in your site and which you find to be distracting. Moreover it is good to remind that the web pages content should be related to the business idea and make visitors to wish to stay longer on the page and learn more about the product.

2.4 Layout and navigation

Majority of sites are using the similar web site layouts. By comparing different successful web pages it is easy to notice that they are mostly following the same model by using few blocks of content, like: header, left/right or upper column with the navigation, header, content itself and footer (Figure 2; Figure 3). (Apple Computer Inc., 2005).

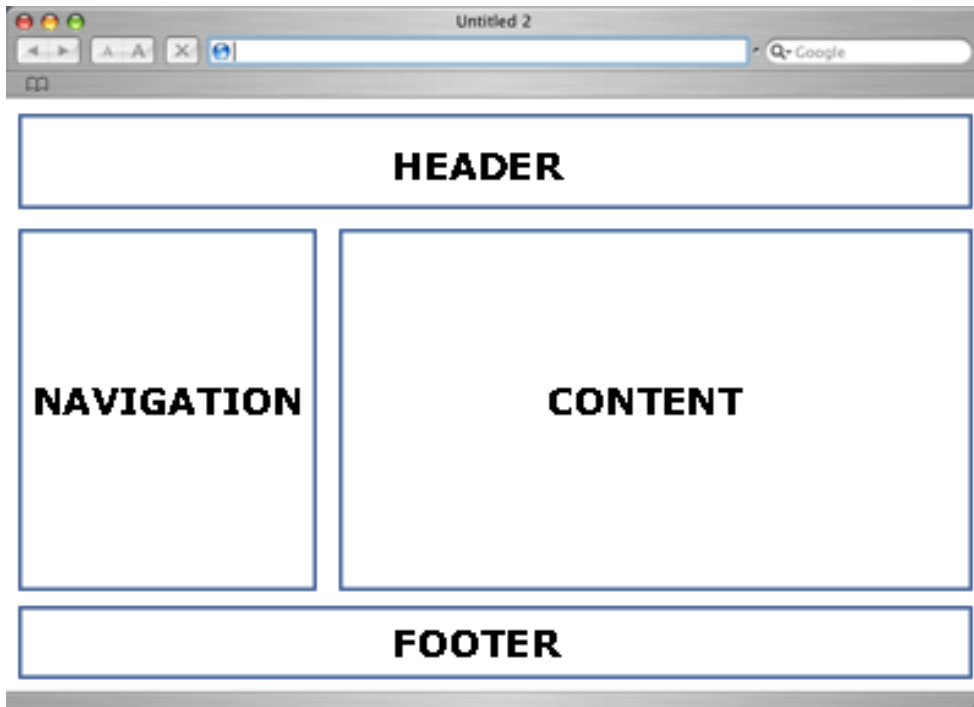


Figure 2: Website layout example (Apple Computer Inc. 2005)

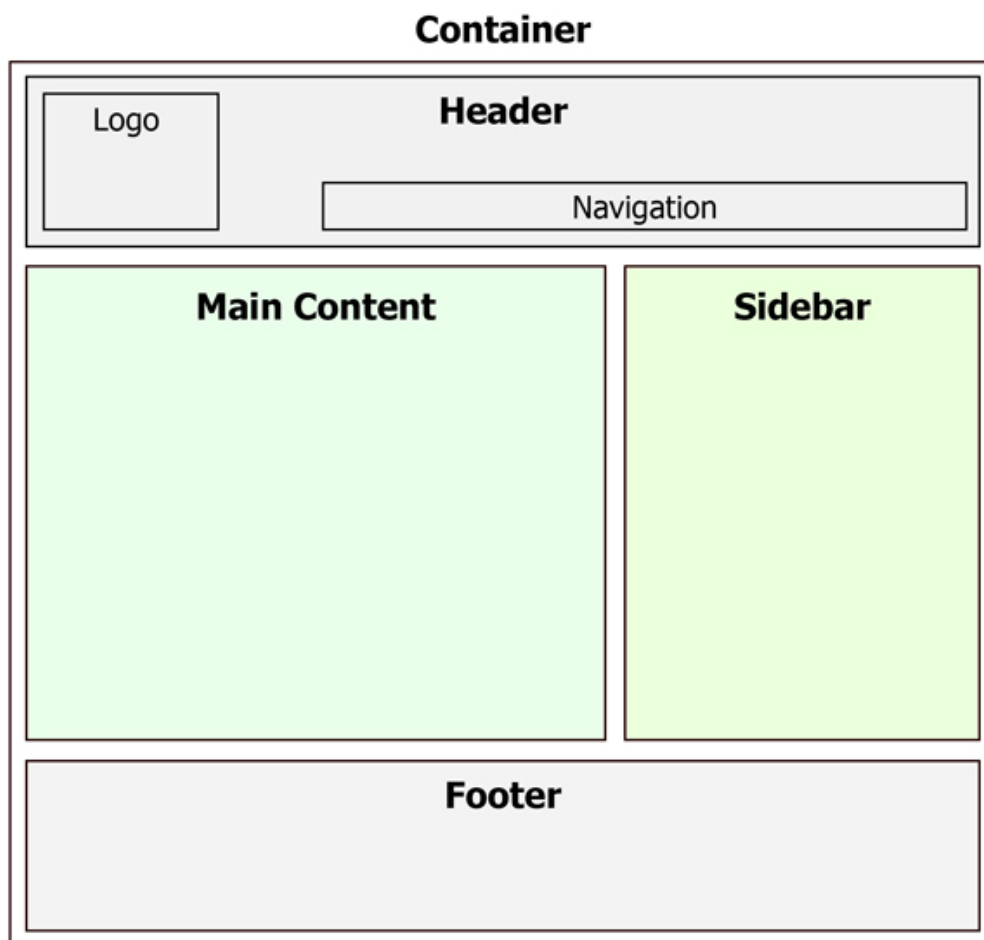


Figure 3: Website layout example (Remick 2008)

The navigation is the main issue in website structure and organisation. Its main aim is to allow access to the rest of the site from anywhere (Shannon 2012). The navigation shows the reader what is available on the website and helps the readers to explore the web pages. According to Shannon (2012), the navigation can be presented in several ways: “in a bar down one side of the screen, along the top and bottom, or in a frame that stays with you throughout your visit to a site”.

2.5 Search Engine Marketing

Just to create a website doesn't mean that a reader will immediately visit it. According to Thelwall (2000, 152), “a potential customer can arrive at a website in three ways: by typing in its address; by following a link from another site; or by following a link from a search engine”. The potential customers can simply not know about your company and services that are provided there. Therefore in order to promote and make the site visible for the readers and searchers it is of a high importance to make search engine marketing that includes SEO (search engine optimization) or PPC (pay per click).

The Apogee Web Consulting (2004) discusses the following benefits of SEO:

- First of all, SEO makes your site visible and easily searchable for the customers who are actively looking for the products or the services alike the ones your company is providing too. Therefore these customers can be potential future buyers.
- Secondly, it is cost-efficient to advertise company website via search engines.
- Thirdly, search engines can provide the statistics that shows the results of the web campaign. Therefore you can get to know at any time how efficient is your campaign and how much traffic it gets.
- Fourthly, in case the ad campaign shows poor results in it always easy to correct it without any necessity to come up with a totally new campaign.

The PPC is “a type of sponsored online advertising that is used on a wide range of websites, including search engines, where the advertiser only pays if a web user clicks on their ad”. (Brick Marketing 2005-2013.) Simply speaking the process is that adver-

tisers place bids on some special key words or phrases that specify their products or services. Therefore when a potential customer will put those key words in the search engine, the information that matches those words will appear, among which will appear as well your company link. Usually PPC ads appear just above or on the right side of the search results. The paying for PPC depends a lot on the popularity of the key word. The more word is popular the more PPC charge it demands. (Brick Marketing 2005-2013.)

There are various PPC management services, but the most credible ones are:

- Google Adwords
- Microsoft asCenter

2.6 Framework

As a conclusion of a theory part the author presents her own framework for creating a website (Figure 3). This framework is presented as guidelines that will help to install the website in an easy way.

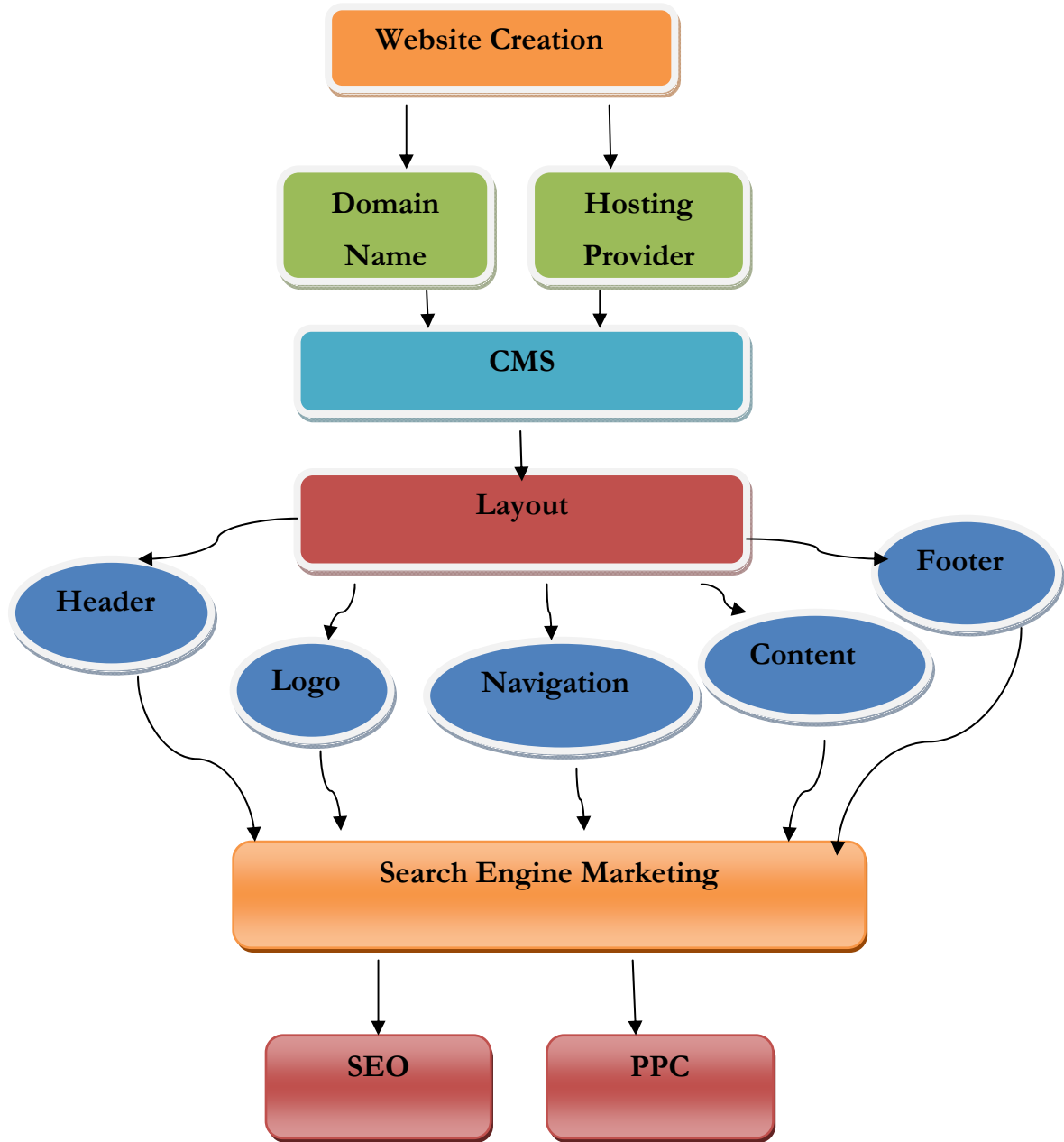


Figure 3. Website creation framework

3 Project Process Description

This chapter will discuss the process of website development on a personal example. The project is an Ecommerce website that will provide photo shooting and guiding services in Helsinki city. Therefore the business idea will be presented and discussed too.

3.1 Website installation

The installation of webpage started with choosing the domain name. It was hard to create a short name with a sense, since many domains were already taken or were for sale on very high prices. As well it was essential to find the top-level domain that would end only on com, since this domain is intended for commercial registrants and carries international character. (Tucowsdomain 2012.) After several attempts the right domain name was found on a domain provider webpage www.gandi.net. The domain name that was chosen is www.helsinkishot.com. The annual price for keeping this domain is 12 euros. In order to buy this domain you need first to be registered on a domain provider. After a purchase the domain starts working in couple of days.

Another step was to choose the right hosting provider. The main factors that were affecting the choice were cost-efficiency, reliability, fast connections and support of PHP and MySQL. As well the preference had to be done to a local provider. After some comparison the choice was given to a Finnish hosting provider Nebula (www.nebula.fi).

The next step was to decide which CMS to use. The decision without doubt was given to WordPress (WP) CMS. “One out of every five new sites runs on WordPress”. (MacDonald 2012, 2.) Olsson (2011, 20) provides also some other reasons to choose WP, like:

- Ease to use – even the beginners can manage the templates of WP, there is no need for coding or any deep knowledge of IT.
- Customizable – WP provides a variety of different template themes and plugins.

- Support – there is WP documentation, guidelines and videos on different possible questions that are easily explained for the beginners.
- SEO – WP is easy to use for different search engines optimization.

In few words WP is web software that gives great possibilities to create nice webpages and blogs. The WP was installed to the web server by running installation script. The detailed information for installing the WP can be found following the documentation that is available on: codex.wordpress.org/Installing_WordPress.

As soon as the WP was installed the process of content filling and designing started. The writing the webpage texts took more time than it was initially planned to spend. The intricacy is that the text should sound professional, credible; it should cover all the main points, represent the business idea, be well organized and structured. The filling of the text into WP template was easy enough. All was needed is to press edit on the example pages, write content and afterwards remember to update it. In the end the website navigation included seven pages: about us, services, process, prices, sightseeing, contact us; and FAQ.

To the time the pages were ready, the concentration to the webpage appearance was paid. The first free template was changed to a more professionally looking one for a price of 50 USD. Therefore the name of the current theme template is KingSize. It was changed by following this scheme: Appearance → Themes → Available themes → activate. After the KingSize template was activated, it was still modified and improved according the business idea and author's taste. The examples of modifications are: changing the logo name, uploading personal photographs and cleaning the pages from an inappropriate content (extra posts).

3.2 Content

The following site belongs to an Ecommerce type and therefore it was created to sell and promote the services. Here it will be discussed in more details about the providing services, process, target group, packages and pricing.

3.2.1 Business idea

As it was above stated the business idea is to create a webpage that will offer personalized services of sightseeing photography and most essential sites information at the same time. The place where the services are provided is the Helsinki area.

All services are done exclusively in an individual way. Mostly the whole day is booked for one reservation. At the same time there are two ways in which the company offers are provided. The first way is when a full-personalised approach is taken. It means that customers choose by themselves any places they want to see and take pictures of. It can be anything: parks, monuments, churches, even cafeterias or shopping malls. As well they choose the amount of time they want to spend in each place and in a total. Another way is when the company offers to customers its own packages. In this case the sightseeing places for picture taking and guiding are still discussed and planned according to the customers' tastes, but the places for visiting will be chosen from the official company webpage. However this is also not too strict and some changes during the process can be done. The photo taking and tour guiding time in the second case are also agreed individually.

The company packages are served to a maximum group of three people. In case bigger groups are interested in these offers, negotiation should be done, since the approach will not be able to be of same individuality as to a group of three people.

3.2.2 Target audience

Target audience is all travellers and tourists who come to visit Helsinki. The market niches however are Russian tourists. According to Helsinki tourism statistics (2012), the largest number of foreign visitors came from Russia. The Russians spent the most amount of bed nights in Helsinki compare to other travellers. Additionally the Russian tourists spent the largest amount of money while their staying, for example in 2010 the Russians were spending on average 107 euros per day. (Helsingin Sanomat.)

The company offers are made for:

- Individuals or business people who are travelling alone
- Two friends or couples
- A family with one child
- A group maximum of three people

3.2.3 Product objective and mission

The main objective of Helsinki Shot services is to increase foreign interest in visiting Helsinki. It is aimed to show different attractions and beauty of Finland. Additionally according to the author's own observations while working for Finnair campaign, there are many Russian young people who perceive Finland to be a "boring place to visit". The company service aim is to change this perception and to open people eyes that there are many places to visit in Helsinki and there are various ways to spend a nice pastime. At the same time the special attitude of service will show that despite Helsinki is a capital everyone can find here their serenity in some pure nature corners.

The mission of the company is to help customers to spend their time in Helsinki in a most exciting way and to make sure that they leave the city with perfect everlasting pictures and memories.

3.2.4 Packages and pricing

The company website page will provide suggestions about most interesting places for photo shooting and guiding. The top places that are going to be suggested are:

- Senate Square and Helsinki Cathedral
- Temppeliaukio church
- Uspenski Cathedral
- Suomenlinna
- Various Helsinki parks like: Esplanadi, Kaisaniemi and other parks
- Sibelius monument and park
- Linnanmäki amusement park
- Seurasaari and Open-Air museum

The above-mentioned Helsinki attractions are in the top list for the next reasons:

- These are the most popular visited tourist attractions
- They are all located close to Helsinki city and therefore easily accessible
- These are beautiful places which will create colourful photographs
- The places are accessible all year round

The paying consists of two amounts and the pricing is divided in three sections according to a group size. The prices are the following:

For a single traveller: an hour of photo shooting + guiding → 50 Euro

- photo editing of 1-5 sightseeing places → 100 Euro
- photo editing of 5-10 sightseeing places → 150 Euro

For those who are travelling as a couple: an hour of photo shooting + guiding → 55 Euro

- photo editing of 1-5 places → 150 Euro
- photo editing of 5-10 places → 200 Euro

The last section is travelling group of 3 people or a family with one child: an hour of photo shooting + guiding → 70 Euro

- photo editing of 1-5 places → 170 Euro
- photo editing of 5-10 places → 230 Euro

The example of price calculation is in the following way:

- The salary for an hour is 20 EUR
- Insurance per person about 13 EUR
- Tickets about 2 EUR
- CD - 1 EUR
- Camera costs per person about 2 EUR
- Travel costs per person about 2 EUR

- Total - 45 EUR
- VAT 23% - 10 EUR
- Final total – 55 EUR

The prices for photo editing are calculated by taking salary per hour 20 EUR multiplying with approximate hours needed for edition, i.e. five-eight hours depending on the amount of people and visiting places.

3.2.5 Process

The whole day is booked for one photo shooting and guiding tour. It is advisable for customers to reserve their photo guiding at least 5 days in advance. The inquiries are done via company's official email: Helsinki.shot@gmail.com. When the booking is confirmed from both sides, it is agreed about the meeting point, about attractions to be visited and about approximate time that is going to be spent. Before the photo shooting itself the company provide an agreement to sign about obligations from both sides. The agreement will be sent to customer via email. It can be returned back as well via email or personally at the meeting point.

The paying process includes two steps. The first step consists in paying the photo editing in advance as a guarantee that booking will take place. Therefore the customer has to decide in advance how many sightseeing places he wants to visit. The booking without first paying is not valid. The service charge is done via online payment system PayPal. PayPal provides both the customer and the company with payment receipts.

The second step of paying is in the end, when the photo guiding has been done. The sum that has to be paid is according to the amount of hours that were spent. An example can be: if it is an individual customer, the price per hour is 50 euros. He decides to spend three hours on photo shooting and therefore he needs to pay 150 euros (50x3). The last service charge can be done as well via Pay Pal or cash. In case of cash paying the company provides customer with its own company receipt.

The process of photo delivery will depend on the customer urgency and his/her staying time in Helsinki. The earliest day the pictures can be returned is the next day. The delivery of pictures is done in two ways. The first is when the pictures are returned to customer personally on a disk and the second when they are downloaded directly to online photo storage. The Flickr online photo storage can be as an example.

3.3 Webpage Competitive analysis

To a big surprise there are not so many really good webpages that provide full information about Helsinki. There are difficulties trying to find detailed sightseeing information. One of the best is www.visithelsinki.fi website. It covers many aspects about Helsinki and it is easy to plan the journey basing on their guiding suggestions. However the information there is quite limited and they don't make any guiding tours directly.

Besides while searching for some individual tours it is hard to find any big business competition. The only big company that specializes on providing individual tours is Helsinki Expert Oy. They provide guide for 1-2 persons on weekdays from 184 euros (2 hours). If this is a guide with a driver and car the price on weekdays is 365 euros (2 hours). The strengths of this company that they have big variety of tours divided by category, for example: city walks, design tours, nature tours, special activities and some others. Nevertheless they don't offer any tours together with photo shooting.

There are also guiding services provided by www.toursbylocals.com and www.viator.com. After the author has looked through their services she found out that it is extremely hard to book their services and they are not available half of the year. As well their prices are quite high. For example, to book sightseeing tour for up to five people for 3 hours and 30 min. from Tours by locals will cost you 501 USD.

Concluding the competitive analysis the author has found out that there is no company so far that provides photo shooting and sights guiding at the same time in Helsinki region. So far the benefits of the company idea can be enumerated to be the following:

- Absolute individual approach
- High flexibility

- Unique service of photographing and guiding at the same time
- Moderate prices
- Fast delivery
- Availability all year round

3.4 Search Engine marketing strategy

The plan to start the advertising of the company is by using Google and Yandex Search Engine Marketing. The idea is that the author together with search engine professional will track the business goals in the website with Google Analytics. Their target group will be people who are planning to come to Finland and are searching for trips, tourist attractions, guiding and hotels in Helsinki. The site already has search engine optimization for getting results in a longer period.

In the beginning the site will also use the PPC ad campaign in order to improve traffic at the present period. The approximate budget that is going to be spent on online marketing is 1000 euros. Each click will cost about 0.10 €. In further development they will try to make optimization of site campaigns with information that will be received from web-analytics (Google analytics) system. As for example, changing the key words and phrases, that didn't bring enough of traffic.

Besides in future the company will start to build quality links and will send press releases in order to get "free advertising". The company will start to cooperate with some bloggers who blog about Finland in Russian or other languages. The idea is to send these bloggers emails by asking them to write some information about company services and post the site's link in their blogs in return of providing them the similar offers.

4 Conclusion

The aim of this thesis was to show the basic guidelines in creating and designing the web site. The target group for this thesis represents anyone who is absolutely new or a beginner to the sphere of IT and web site creating. This thesis is made to help those people who already have business ideas and are planning to create their own web pages, but are not yet aware how to start doing it.

The author tried to explain the steps of creating a web site on her own example. In this conclusion she will discuss her own challenges, evaluation of the project and possible future developments.

4.1 Challenges

I have been planning to make my own web site for a while, but I was always lacking the sufficient knowledge. The idea to create my own site as a thesis project seemed to me to be a good opportunity to learn more about that sphere. There is an enormous choice of different literature about web site creating and designing. The literature represents various books with different levels of difficulty. Some have such a simple names like “creating web pages for dummies” and some are of a much higher level and in order to understand everything there a deeper knowledge of IT is needed. So one of the hardest challenges for me was the fact that I was absolutely novice in website creating and in the beginning I had a vague idea how to start. Additionally there are lots of suggestions about how to make the website more efficient, profitable and attractive for users. It was hard to decide what was the most important in website creating and try to keep it simple and understandable for beginners. It was challenging as well to systemize everything in a well-organized structure that could be good for future references.

In a practical side the challenges were to:

- Find the right hosting provider
- Come up with the desirable domain name, since most of the names were already taken
- Learn how to work with CMS templates

As a conclusion the main challenges were in doing and learning everything for the first time in a restricted period of time.

4.2 Evaluation

The website creating can be perceived from two sides. From one side it is a very long, precise and rigorous process of computer language learning and coding. From another side it can be easy and enough fast installed and designed by using online content management systems and theme templates.

An enormous amount of literature and no previous experience were at first creating an image of high difficulty and complexity in making and designing the website. In practice everything turned to be easier than in theory. As a main point the ability to choose the right literature facilitates the process a lot. The current project referred as well to various online links, since they provide easiest and most necessary steps in site's creation.

In the current project the author intended to make a site that will represent her business idea: to provide services of photo shooting and guiding in Helsinki city. The site was done using one of the most used CMS – WordPress with the template theme of KingSize. The theme was modified and improved according the author's needs, tastes and business idea. As a result a new Ecommerce website is now available on a domain www.helsinkishot.com.

4.3 Further development

There are various sources that provide ways for website improving and developing. The www.helsinkishot.com page is done in a facilitated way and includes the basic things. In future the author is planning to expand and develop the site to make it more profitable and attractive. As well there will be more time dedicated for improving search optimization and for increasing the website traffic.

The other things that author is planning to implement in future are:

- Adding the blog where she will discuss new happenings in Helsinki
- Translating the web pages into Russian language to get bigger segment of Russian customers
- Adding gallery with some examples of photo shooting
- Connect the website to social networks, like Facebook and Vkontakte

The blog in the website will include various posts about happenings in Helsinki city. There will be posted news about new exhibitions, new openings, big concerts, some sports events and other interesting things that can arouse tourists' interests. The presence of blog will increase traffic of the webpage, since there will be more keywords that can be used for search engine optimization.

The web pages translation into Russian language should increase the amount of Russian customers. It is well known that most of Russian people poorly speak English; therefore the site's availability in Russian could arouse more interest to use the company services.

The gallery will include the example pictures of photo sessions in the city. Photographs will serve as an advertising of services that are offered by company. Therefore the pictures should increase the credibility of services for future customers.

The connection of the website with social networks like Facebook and Vkontakte should be beneficial in two ways. First of all it will increase credibility, since it will show that people like this company and therefore the company can be trusted. Secondly, by liking the website on social networks the company will be more advertised and spread around the World Wide Web.

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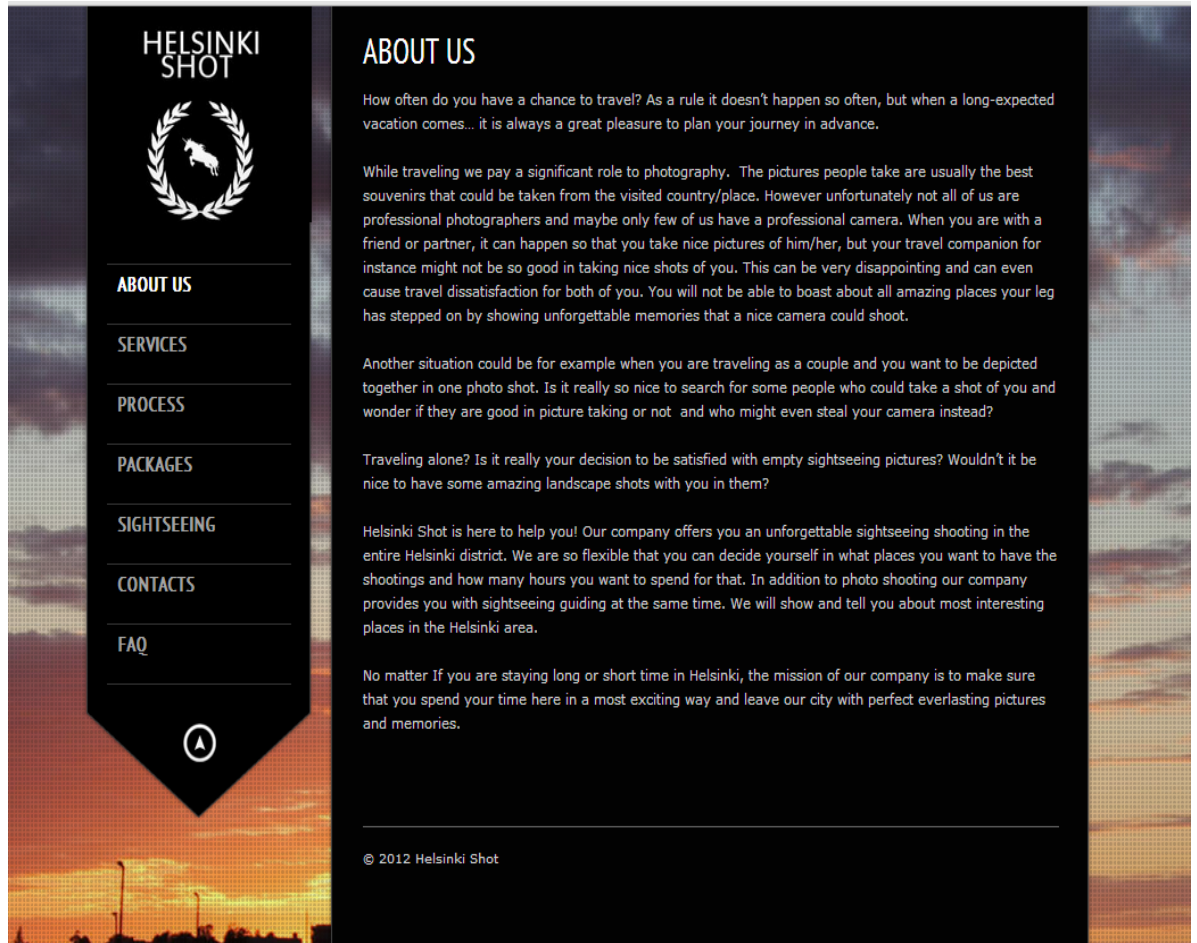
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Attachments

Attachment 1. About us web page



Attachment 2. Services web page

HELSINKI SHOT

ABOUT US

SERVICES

PROCESS

PACKAGES

SIGHTSEEING

CONTACTS

FAQ

SERVICES

Helsinki Shot Oy offers you personalized services. You are free to choose the places you want to visit or you can entirely defer to our taste.

In case of giving preference to personalized services, we advice you to choose the places you want to visit on our webpage (sightseeing). After that we agree about the approximate time we need for photographing and the price.

The amount of genuine digital pictures is not restricted. Our goal is to have at least two good touched up pictures of each visited place.

The main goal of our service is to provide you with a nice pass time. None of the photo shootings are strictly restricted and therefore changes can be made any time.

We are mainly oriented on photography services, however in addition we provide you with the most essential information about the visited places.

Our services are not the best for you if you are mostly interested in full guided sightseeing tours.

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Attachment 3. Process web page

HELSINKI SHOT

PROCESS

The process of photo delivery mainly depends on your urgency and your staying time in Helsinki. The earliest possible time of delivery is the next day. Mostly the entire day is booked for one reservation.

The payment for photo editing is done in advance, before the photo shooting itself. In our turn we provide you with a corresponding payment receipt. In the end the second payment is done according to the amount of hours that were spent while photo making and guiding.

The pictures can be delivered in two ways:

1. The photographer brings them on a disk.
2. The photographer sends them via photo site or directly to any social media site.


The process of our service is the following:

- First of all we agree about the meeting point and approximate time to be spent.
- When we meet, we walk, make pictures and see tourist attractions.
- While photo shooting and/or after photo shooting we make break and decide together what pictures are more preferable to be touched up and which should be deleted. The pictures will be presented on the computer for an easier observation. The break hours are free of paying fee.
- After the pictures are selected, you pay and we agree about time of pictures delivery.

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Attachment 4. Packages and Special Package

HELSINKI SHOT



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PACKAGES

If you trust our taste we offer you our well planned packages.

The packages are planned for one, two or maximum 3 people. If you are interested in our services as a group, the price and photo shooting process negotiation should be done.

If you are a single traveller:

An hour of photo shooting + guiding -> 50 euros

- photo editing of 1-5 sightseeing places -> 100 euros
- photo editing of 5-10 sightseeing places -> 150 euros

If you are traveling as a couple:

An hour of photo shooting + guiding -> 55 euros

- photo editing of 1-5 places -> 150 euros
- photo editing of 5-10 places -> 200 euros


If you are traveling as a company of 3 people or as a family with a child:

An hour of photo shooting +guiding -> 70 euros

- photo editing of 1-5 places -> 170 euros
- photo editing of 5-10 places -> 230 euros

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HELSINKI SHOT



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SPECIAL PACKAGE

The special package is intended for special occasions.


We provide you our special packages for: Weddings, Graduation parties, Birthday parties, Engagements and any other memorable happenings.

In special occasions the photographer comes to the place where the happening is taking place and makes memorable pictures of the event.

The price for all special packages is 300 euro.


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Attachment 5. Sightseeing web page



**HELSENKI
SHOT**

- ABOUT US
- SERVICES
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- PACKAGES
- SIGHTSEEING**
- CONTACTS
- FAQ



SIGHTSEEING

If it is your first time visiting Helsinki, here we share our ideas about the most interesting venues for photo shooting and sightseeing. You can proceed the links and learn more about Finnish attractions.

- One of the must be seen and most popular picture taking places is [HELSENKI CATHEDRAL](#) and [SENATE SQUARE](#).
- [TEMPELIAUKIO](#) church is located inside the rock and therefore is definitely worth of seeing too.
- [USPENSKI CATHEDRAL](#) is the largest orthodox church in Western Europe. With its golden cupolas and redbrick facade, the church is one of the clearest symbols of the Russian impact on Finnish history. It is located on the hill creating an absolutely wonderful view.
- [SUOMENLINNA](#) is a sea fortress that is presented of six islands that are connected with bridges. It has magnificent views and will leave unforgettable memories after visiting it.
- Finland is famous for its nature and lakes. There are many green parks where people have their promenades, relax with friends and just enjoy sun while reading books. Parks are a good place where colorful pictures can be taken. We advice you to look through the most popular [PARKS in Helsinki](#) and definitely visit at least some of them.
- Sibelius park with the [SIBELIUS MONUMENT](#) which is devoted to the Finnish composer Jean Sibelius is another beautiful place to make some pictures.
- For those who are looking for some fun or those who are travelling with a child the [LINNANMÄKI](#) amusement park is another exciting way to spend your time in Helsinki. The park has lots of different rides and statutes where fun photos could be taken too.
- [SEURASAARI ISLAND](#) and Open-Air museum is one of the Helsinki islands that is located 30 min from the center. It is a famous recreational place among Finnish people and tourists. It is a place where you can enjoy a good food, swim in the sea, feed ducks and swans or even make some cute pictures with squirrels.


For your own sightseeing you can as well visit various museums that are available for you in Helsinki district. You can find design museum, national museum, museums devoted to classic or contemporary art and others. You are welcome to learn more about museums [here](#).

If you are interested in arts and crafts, don't miss the chance to see some Finnish [galleries](#).


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Attachment 6. Contacts web page

HELSENKI SHOT




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CONTACTS

This company is relatively new and all services are implemented by one person, Galina Solovyeva.



I have just graduated from Experience and Wellness DP and creating this webpage is a hobby for me. I have been always interested in photography and making pictures of other people is mine great pleasure. Unfortunately my partner is not as good in taking pictures as me and I have experienced myself the difficulties of having my own pictures during the trips abroad. Therefore I decided to create this service and to help you to have amazing pictures while your staying in Helsinki.

For any questions or reservations you are welcome to write to me.

It is advisable to make reservations at least 5 days before the photo shooting day.

Email: helsinki.shot@gmail.com

Attachment 7. FAQ webpage

HELSINKI SHOT

FAQ

1. **Does your service include transportation?**

Since Helsinki is a small city , it is just easy to walk around it and use public transport. It is initially agreed that customers will pay by themselves the public transport fees if those will be used. Moreover while walking the customers can see some other places where they would like to have pictures. However it is possible to use the photographer's car as a vehicle for transportation for additional fee (fee basically includes just petrol price).

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